

THE WANADA BULLETIN

NEWS AND INFORMATION FOR AND ABOUT FRANCHISED NEW CAR DEALERS IN THE WASHINGTON AREA

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Last Chance to Register for the WANADA Annual Luncheon!



Charles Payne

The 2019 WANADA Annual Luncheon is less than two weeks away. This year's guest speaker at the event, which will be held Nov. 5 at the Ritz-Carlton Tysons Corner, is Fox Business Network personality Charles Payne, host of *Making Money with Charles Payne* on Fox Business Network.

Payne has been with Fox Business for more than a decade, and previously worked on Wall Street for roughly 20 years, and served our country in the Air Force for two years out of high school. Payne will share his vast expertise in the fields of business and political analysis, and give his views on the pressing issues of the day, including what to make of the ongoing trade wars and tariff debates roiling Washington and other world capitals.

WANADA Board of Directors Chairman John Bowis will also deliver an update on the state of the organization and the local automotive industry. Lunch and an open bar will also be provided at the event, which will run from 11:30 a.m. to 1:45 p.m.

To register for the luncheon, please [click here](#). If you have any questions about the event, or regarding the registration process, please contact Kathy Teich at kt@wanada.org, or by phone at 202-237-7200.

The 2019 WANADA Annual Luncheon & Meeting is generously sponsored by the following: ACV Auctions, Armatus Dealer Uplift, BG Products, Penney Design Group, Porter Construction, SunTrust, The Keats Group at RBC Wealth Management, and WellNet Healthcare.

Chip Doetsch Honored as Time/Ally Dealer of the Year

George L. “Chip” Doetsch, III, president and CEO of Apple Ford in Columbia and a WANADA Board of Directors member, was honored this week as a 2019 Time/Ally Financial Dealer of the Year. In the [press release](#) announcing Doetsch’s honor as one of the 49 dealers selected for this award out of a pool of more than 16,000, Time and Ally leadership noted Doetsch’s long record of community service, which has included involvement on boards including UM’s Children’s Hospital in Baltimore.

“One of the core values of our business is giving back to our community,” Doetsch said in the release. “I believe we all are part of a larger family and that giving back enriches everyone's lives. This is the most rewarding aspect of my career.”



George L. “Chip” Doetsch, III

According to the release, Doetsch and his father, George L. Doetsch, Jr., [were co-honored](#) in 2013 as Philanthropist of the Year by the Community Foundation of Howard County, which cited their history of donating to charitable initiatives throughout the county. The younger Doetsch currently serves as a trustee of the organization. The University of Maryland Medical System Foundation has also honored the Doetsch family for their history of support, and quoted Chip Doetsch remarking on how moving it has been to see positive impacts come from their history of giving.

“Nobody has to say a word,” Chip said [in an article](#) published by the foundation, discussing the family’s work in helping raise funds to renovate the neonatal intensive care unit at UM Children’s. “You can just walk into a space you’ve helped renovate, observe the change, and feel great knowing you’ve helped families you’ll never meet.”

WANADA congratulates Chip Doetsch on this well-deserved honor!

WANADA Publishes Social Media Best-Practices Video for Dealership Staff

As a service to our members, WANADA has sponsored the production of a [social media best practices video](#), which provides dealership staff with 12 do’s and don’ts in the world of digital marketing. WANADA recommends that our dealers review this video with their staff members, to make sure that their employees are always following the various state and federal regulations around social media advertising, both on dealership accounts and their own personal feeds.

You may view the video, and the full transcript, [at this link](#).

WANADA Hosts Legal and Ethics Training for Sales and Service Managers

Michael Canan facilitated WANADA's premier Legal and Ethical Standards Training, where sales and service managers learned the importance of legal compliance within the industry of car sales. This workshop was offered on Tuesday at WANADA's headquarters in Friendship Heights. Canan is a corporate sales trainer at JM&A Group, a WANADA Kindred-Line member and one of the largest independent automotive finance and insurance advisory providers.

Both sales and service managers learned the best practices for sales ethics, paper work reviews along with other rules and regulations imposed by federal and state governments, in specifically-tailored sessions for each group of employees.

"We are not here to tell you how to run your stores," Canan emphasized during his session with the sales managers, "All we want to do is explain what the law is and how you can best interpret it."

Canan told the sales managers who attended the morning session about the importance of ethical compliance, both to protect consumers and to stay clear of unnecessary penalties. Failing to adhere to car dealer laws and regulations can be a costly mistake, Canan said, ranging from burdensome financial fines all the way to criminal penalties. Ignorance of these legal requirements is not a viable defense to these, Canan said, so vigilance and education are critical.

Each of the attendees at the event also had the chance to take an exam and earn JM&A's certification for legal and ethical standards.

Top Things to Know About Digital Auto Auctions

Editor's Note: This article was submitted by Maura Duggan, Associate Director of Communications at [ACV Auctions](#), a WANADA Kindred-Line member.

As the automotive wholesale business evolves, digital marketplaces have raised the bar for the way we buy and sell vehicles. Dealers should have very high standards and expectations when using a digital auction. They can expect many features from online wholesale marketplaces that can actually make the transaction experience better than using a physical auction, including a high level of accessibility, convenience, effectiveness, technology, vehicle information, data and end-to-end service.

Here are some things to consider when using online auctions:

- **Accessibility and Customization** – One of the biggest pros of turning to online wholesale marketplaces is the time it saves because you can log on anywhere – mobile phone or computer. Franchise dealers should make sure they're taking advantage of the even more time-saving features that certain companies like ACV Auctions offers like Run List, proxy bids, and filtering options by distance, vehicle type, drive train etc.
- **Cutting-edge technology and vehicle information** – Online auctions can also offer even more visibility into the condition of the vehicle than standing in-person at the lane thanks

to technology innovations. ACV Auctions’ detailed condition reports include AMP (audio motor profile) an audio clip of the engine as well as a high quality image of the entire undercarriage thanks to a new, patent-pending tool called Virtual Lift.

- **End-to-end services and customer experience** – Companies know that buying wholesale vehicles online might take some getting used to, so many are offering guarantees because they stand by the experience. ACV Auctions offers a 14-day satisfaction guarantee to create a no risk first purchase transaction.

Optional Halloween SoberRide Posters for Dealers Available

WANADA is once again proud to partner with the Washington Regional Alcohol Program (WRAP) to sponsor their SoberRide initiative this coming Halloween weekend. Dealers can [click here](#) to print out and display posters that offer a \$15 Lyft credit, valid for both new and existing Lyft customers, to use between 10 p.m. Saturday and 4 a.m. Sunday.

To claim the \$15 credit, Lyft riders will need to visit [SoberRide.com](#) beginning at 9 p.m. on Saturday to secure the code. The code is valid for one use per account.

WANADA CEO John O’Donnell Spends Time with Politicians on Both Sides of the Potomac

WANADA President and CEO John O’Donnell had a busy couple of days last week. First, last Tuesday night, he was at Game 4 of the National League Championship Series at Nationals Park with his wife Kristin, and happened to run into D.C. Mayor Muriel Bowser. John thanked Mayor Bowser for the city’s long-standing support of the Washington Auto Show, and, as the photo below shows, they all had a very good time together watching the Nationals clinch their first-ever trip to the World Series.



L to R: U.S. House Majority Leader Steny Hoyer (D-Md.); Virginia Senate Minority Leader Richard Saslaw (D-Fairfax); WANADA President and CEO John O’Donnell

Later in the week, O’Donnell joined two more of the region’s most powerful politicians at a fundraiser in Northern Virginia. O’Donnell was representing WANADA at a gathering for



John O’Donnell with wife Kristin and D.C. mayor Muriel Bowser

Virginia Senate Minority Leader Richard Saslaw (D-Fairfax), who is poised to lead the General Assembly’s

upper chamber following the state elections on Nov. 5. Joining them was U.S. House Majority Leader Steny Hoyer of St. Mary’s County. As Southern Maryland’s voice in Congress for nearly four decades, Leader Hoyer has been a longtime supporter of WANADA member dealers and The Washington Auto Show.

Staying Ahead...

“Often bumpy roads lead to beautiful places. And this is a beautiful place.” – Dave Martinez